

Director of Membership



INCUMBENT: Vacant
REPORTS TO: NCM President & CEO
LOCATION: Bowling Green, KY
STATUS: Full-time, Exempt
DATE: Open Until Filled

DESCRIPTION

The Director of Membership is a leadership team member position that oversees the operation of the museum's membership department within the National Corvette Museum providing daily operational support as well as strategic direction and long-term planning initiatives as it relates to building the existing membership program, budget, and strategy. This position serves as a liaison and primary point of contact for members and ambassadors of the National Corvette Museum.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Oversee daily operations of the membership department working with staff to ensure all services, equipment, and processes are performing at an exceptional level.
- Evaluate, manage, and refine the benefits of Museum membership to be innovative, as well as competitive with other museum and/or cultural membership programs.
- Continue to build the existing membership program, budget, and strategy to grow existing membership that includes newer generations.
- Work closely with the development team to ensure member and donor relationships are cultivated.
- Regularly collaborate with marketing to develop membership and ambassador collateral and selling tools and to ensure a coordinated institutional approach to member acquisition and retention.
- Oversee the approval, onboarding, and adherence to by-laws for all Corvette Club and At-Large Ambassadors.
- Planning and implementing Ambassador meetings on-site, regionally, and at the Ambassador Academy.
- Train staff throughout the organization in selling and servicing members at all levels.
- Develop and grow communication schedules and channels with members and ambassadors through partnership with the Marketing Department.
- Provide management, oversight, and supervision to all assigned direct reports.
- Ensure customer service standards are developed and maintained by all staff and identify ways to continuously improve.
- Serve as the liaison and primary point of contact for Museum members and ambassadors, overseeing all ambassador related initiatives.
- Develop, at a minimum, quarterly membership performance reports, which measure year to date performance against established annual goals, and provide to key leadership team, and President & CEO.
- Monitor assigned departments and programs to ensure budgets are maintained and to maximize revenue growth.
- Be a key player in identifying new sources of revenue partnering with managers and members of the leadership team to capitalize on opportunities.
- Maintain and cultivate new and existing stakeholder relationships.

- Participate in professional development activities and maintain professional affiliations.
- Responsibilities are not all inclusive, additional duties may be assigned.

EDUCATION/EXPERIENCE

- Bachelor's degree in business or related field required. Master's degree preferred.
- Seven to ten years of progressive membership and development experience with a minimum of five years in a management position.

QUALIFICATIONS

- Strong analytical and problem-solving skills with the ability to clearly present and communicate management concepts.
- A proven track record of innovative ideas and creative campaigns that have led to demonstratable program growth.
- Strong interpersonal and leadership skills as evidenced by a cohesive team and successful program performance.
- Exceptional time management skills, with the ability to prioritize both short- and long-term goals and priorities, while adhering to meaningful deadlines.
- Outstanding communication skills and writing proficiency in the area of program marketing including direct mail.
- Must possess a high level of social intelligence and superior interpersonal skills.
- Strong work ethic and unquestioned personal and professional integrity.
- An extremely organized, disciplined, self-directed, hands-on and process-oriented individual who is not afraid of digging into details when necessary.
- Ability to solve practical problems and handle difficult situations with poise to avoid creating adversarial situations.
- Excellent leadership skills with the willingness and desire to contribute to and drive business strategy.
- High level of commitment to team and company values.
- Proficient in Microsoft Office Suite.
- Willing to travel as needed.
- Valid state driver's license required.

ESSENTIAL PHYSICAL REQUIREMENTS

- Ability to sit at a desk for one or more hours at a time.
- Ability to lift and carry up to 10 lbs.
- Ability to operate computer and other office equipment.
- Must have sufficient mobility to move around the office and Museum.